



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Feathers *et al.*

Serial No. 09/682,631

Filed: Oct. 01, 2001

For: **METHOD AND SYSTEM OF
NAVIGATING USING A
GRAPHICAL PORTAL**

Examiner: **U. Arshad**

Art Unit: **2174**

Atty Docket No: 98753-011281

Customer No: **32790**

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**AMENDMENT, RESPONSE, AND REQUEST FOR
RECONSIDERATION UNDER 37 CFR 1.116**

Commissioner of Patents
220 20th Street South
Customer Window
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

November 8, 2004

SIR:

In response to the Official Action dated May 7, 2004, please amend the above-captioned application as shown hereinbelow, and consider the following remarks. Moreover, this communication constitutes a petition for an extension of time and, in view of the enclosed fees of \$490, the deadline for response is extended three months to November 8, 2004. Applicant is a small entity.

REQUEST FOR INTERVIEW

Applicants hereby request a formal interview with Examiner Arshad. Applicants believe that such an interview will serve to expedite prosecution of the present application, and to facilitate amendments to the claims in corresponding Divisional or Continuing applications which applicants intend to file soon. Accordingly, applicants request the Examiner to contact the

undersigned counsel for applicant by telephone to arrange a formal interview to occur sometime in December 2004.

PRELIMINARY REMARKS

Applicant believes the claims as present amended are allowable. Nonetheless, in the event that Examiner Arshad does not immediately find the claims to be allowable, the formal interview is requested in order to further elucidate the nature and scope of the present invention, and to thereby expedite prosecution of the present application.

BACKGROUND

The present invention relates to methods for accessing a plurality of website pages through a graphically presented website, of navigating those pages by way of graphical presentations and representations of increasingly detailed scope with respect to sought after products or services, and includes an "immediate return" function for return to an initiating portal home page. Accessors using the present invention enter the systems by way of a graphical portal having representations of storefronts, or categories of goods and services. Alternatively, accessors enter, or navigate to, graphical scenes of, for example, a village comprising shops, storefronts, and merchant kiosks having appearances much like those in a real village. In an additional aspect, the present graphical navigation aids include geographic maps, such as those of a continent, country, state, region, town, or commercial center.

Within the scope of the present invention are, for instance, successive graphical portals to be navigated from Africa to Morocco, from Morocco to Casablanca, from Casablanca to the Casbah, from the Casbah to Zaid's Carpet Shop, and into Zaid's carpet shop to view graphical representations of specific carpets, or categories of carpets. Thus, the present methods and interfaces provide increasingly detailed graphical representations which allow a potential buyer to navigate virtually from a continent to a specific category of goods, or even to specific goods offered many thousands of miles away.